

5 December 2024

Card Factory plc
("cardfactory" or the "Company")
Notification of dealings by a director/PDMR

cardfactory has been notified that on 5 December 2024, the Company's CFO, Matthias Seeger purchased, in aggregate, 21,244 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") at a price of 94.144 pence per share.

The transaction took place on the London Stock Exchange.

Matthias Seeger's beneficial interest in the Company's shares following this purchase is 60,470 Ordinary Shares, 0.017% of the Company's issued ordinary share capital.

This notification is made in accordance with Article 19 of the Market Abuse Regulation and the Disclosure and Transparency Rules.

Enquiries:

Ciaran Stone Tel: 01924 839150
General Counsel and Company Secretary
Card Factory plc

CARD FACTORY PLC

NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Matthias Seeger
2	Reason for the notification	
a)	Position/status	CFO
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Card Factory plc
b)	LEI	213800TTSOPFVCKPFQ11
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of one pence each GB00BLY2F708
b)	Nature of the transaction	Purchase
c)	Price(s) and volume(s)	Price(s) Volume(s) £0.94144 21,244
d)	Aggregated information - Aggregated volume - Price -Total	21,244 £0.94144 £19,999.95
e)	Date of the transaction	5 December 2024
f)	Place of the transaction	London Stock Exchange

Name of officer of issuer responsible for making notification: Ciaran Stone
Date of notification: 5 December 2024

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